

Job Description

Job Title: Communications Specialist

Department: Library - Administration

Date Issue: August 25, 2016

Reports To: Library Director

FLSA Classification: Exempt

Wage: Salary Grade 9

Minimum	Midpoint	Maximum
\$43,264	\$51,230	\$60,008

Position Summary

This position creates a strong, positive public image of the Mead Public Library in the community and promotes the services that it offers.

Essential Duties & Responsibilities

1. Provide leadership in the planning and follow through of marketing the library.
2. Design and conduct studies and analysis.
3. Oversee the use of market data to inform and shape marketing materials.
4. Create printed flyers and brochures for services and programs.
5. Assess analytics and prepare reports on web traffic.
6. Oversee and expand the library's social media presence.
7. Post and/or monitor social media postings on various platforms on a daily basis.
8. Keep up with trends in social media, digital content and emerging technologies. In addition to keeping up with changes in the fast-moving web world, this position will assist in strategic planning for the library.
9. Oversee digital signage and other internal communications on all static and interactive signs.
10. Monitor web content changes, perform content and graphic changes and help other staff with updates. This includes daily work on the home page headlines, calendar of events, and various additional webpages.
11. Act as a journalist to "get the story" by building a base of knowledge and familiarity with the various services and events offered at the library.
12. Assist in the promotion of the library in the community.
13. Assist the director on projects such as producing reports, newsletters, market research and video projects to promote the library.
14. Work with the public services team and administration to create and track advertising.
15. Create marketing plans for specific events and workshops as needed.
16. Develop guidelines and best practices related to communications related activity and content.
17. Assist with a wide range of editorial projects for various audiences.
18. Assist the director with the development of goals, plans and policy.
19. Serves as a resource to board members.
20. May attend conferences and workshops.
21. Performs related work as assigned.

Qualification Requirements

1. Superb written, editorial and oral communication skills required; the ability to write and speak clearly and concisely for various media.
2. Experience writing and editing web and social media content; particularly for event promotional material.
3. Advanced skill level with Microsoft Office products (Word, Excel, PowerPoint and Outlook) and Adobe Creative Suite (Photoshop, InDesign and Illustrator) as well as experience using Drupal.
4. Excellent knowledge of graphic design principles and practices.
5. Experience using digital photography, video and social media as news channels.
6. Must demonstrate creativity and familiarity with a variety of marketing concepts, practices and procedures.

Education / Experience / Certifications / License Requirements

1. Minimum education: Bachelor's Degree in Communications, Business, English, Journalism, or a related degree from an accredited college or university.
2. Minimum experience: Three years of job related experience. Non-profit or government experience is a plus.

Pre-employment Requirement

Job offers for this position may be contingent on the individual passing a pre-employment drug screen.

Knowledge, Skills & Abilities Required

1. **Language Skills:** Ability to read, analyze and interpret government regulations, technical procedures, and general government periodicals. Ability to write documents, correspondence and procedure manuals. Ability to effectively present information and respond to questions from employees and the general public.
2. **Reasoning:** Ability to exercise good judgment, investigate, define problems and offer solutions, research and collect data, analyze information and establish facts and draw valid conclusions.
3. **Technology:** Ability to create documents in MS Office and Adobe Creative Suite, ability to use and maintain Drupal website, e-mail and calendars, ability to develop and oversee marketing budget.
4. **Mathematics:** Ability to calculate figures and amounts, to apply concepts such as fractions, percentages, ratios, proportions and perform analytical procedures.
5. **Other:** Ability to take initiative, interpret and apply policies and procedures, be organized, be detail-oriented, ability to prioritize, meet timelines, set goals, implement changes, handle sensitive and confidential situations/information in a positive and proactive manner, work in a fast-paced environment, ask questions, give feedback and work independently, as well as within a team structured environment. Ability to interpret variety of contractual language.

Work Environment/Essential Functions

The work environment of this position are representative of an office employee. The primary essential functions are:

1. Regularly required to talk, hear, see and sit.
2. Occasionally required to stand and walk, and lift and/or move up to 10 pounds.

The City of Sheboygan, Wisconsin is an Equal Opportunity Employer

In compliance with the Americans with Disabilities Act, the City of Sheboygan will provide reasonable accommodations to qualified individuals with disabilities and encourages both prospective and current employees to discuss potential accommodations with the employer.